K-LOVE's Positive & Encouraging music is really making a difference in the lives of their listeners. It is listener supported, commercial free, all Christian music serving numerous communites by communicating the Gospel message to those who don't fully understand it. Every community needs this message to help offset all of the negativity spread by the media each day. The public is being well served by full-time contemporary Christian music and short educational elements over radio, the internet, and other select targeted media.